

# FALL OPENING



## Opening Sale Special in Dress Goods.

Just 25 pieces of handsome 46-inch All-Wool Black Camel-hair Cheviot, a material that is very popular this fall and that has no superior as to wearing qualities. A quality such as is sold by other stores at 75c and well worth that much. A special opening sale offer on our main floor Monday. 29c

An unrivaled array of elegant and exclusive novelties from PARIS, LONDON AND OTHER FASHION CENTERS of the world! Grand-Leader is to-day beyond a doubt the largest importer among all the retail stores in St. Louis, as can be easily proven by Custom-house records. This year's importations constitute a showing that for style elegance far surpasses all previous efforts, comprising many high-grade models that cannot be duplicated elsewhere in America, and at low prices that are likewise unmatched—at least in this city.

The Fastest Growing Store in America.

**GRAND-LEADER**  
BROADWAY AND WASHINGTON  
STICKBAER & FULLER

Broadway and Washington.

## Opening Sale Special in Dress Goods.

As a special inducement, we will sell on Monday only all our regular \$1.25 new German Broadcloth and Venetians in the fashionable shades of taupe, brown, green, old rose and black. Sponged and shrunk. After Monday the price will be \$2.00 again, but during this one day we offer you a special on our main floor at 75c



## Grand-Leader Cordially Requests Your Presence at Their Fall Opening ... of Millinery

MONDAY and TUESDAY, SEPTEMBER 16th and 17th, 1901.

Here are a few of the splendid values which we offer as special inducements for the opening days:

Black Plumes.	Feather Pom-Pons.	Fancy Breasts.	Dress Hats.	Ready-to-Wear Hats.
50 dozen French curled jet black glossy plumes, one of the best inducements ever offered. Opening Day Price. 19c	Nice large feather Pom-Pons, all colors, now so very much in demand. A special inducement—Opening Day Price 19c	Long fancy polka dot Breasts, all colors, one of the noblest trimmings of the season—Opening Day Price 19c	Big assortment of good felt Dress Hats and short back sailors, all the newest styles and colors—Opening Day Price 49c	Greatest variety of trimmed Ready-to-Wear Hats ever exhibited—over 50 styles to select from; as an exceptional inducement, Opening Day Price 98c

## Rare Imported Laces, Etc.

First shipments have arrived, including the following dainty and chic Parisian conceptions—lovely, filmy, delicate things that delight the feminine heart and without which no fall creation is complete. You must see them! Descriptions are sadly inadequate to portray their charms.

A dainty assortment of imported Point de Venice, Irish Crochet and Point de Ireland Laces, up to 15 inches wide and really worth \$1.50 and \$2.00—these have just been unpacked and go on sale Monday at 98c	Rich Garnitures and Bolero Jackets of Renaissance and Russian Laces—these are real laces of very fine quality and would be good value at \$5.00—Opening Sale Price, each. \$2.49
Handsome Spangled Garnitures and Applique Pieces—very desirable for fronts, collars or bolero jackets—many of these are worth \$4.00 and \$5.00, but we offer you choice of the lot Monday at, each \$1.49	A fine lot of imported novelties including dress trimmings, collars, Eton jackets and garnitures of every description—these are superb hand-made goods just from Paris and worth up to \$12.00—our price, Monday, ea. \$7.50
Beautiful Renaissance Lace Blouses and Boleros—these are our own importation and include the very latest conceptions—worth in many cases up to \$10.00—shrewd buying enables us to offer them Monday at, each \$3.98	Elegant robes of real Renaissance and Russian Laces—nothing richer or handsomer can be found anywhere—garments are actually worth up to \$125.00—we have imported these direct and offer you choice of several styles at, each \$50.00

## Dress Trimmings

1,000 pieces of garnitures—a large importer's stock of odd pieces, yokes, collars, boleros and reverses, made of guipure, lace braids, spangled, some jeweled, some black and colored combinations—also for evening wear, in hundreds of shapes and styles—combinations of materials and colorings—some with gold braid and Persian and cashmere effects—  
Lot 1—worth to \$5.00—at, each \$2.00  
Lot 2—worth to \$10.00—at, each \$3.75

## A Very Important Sale of

## Ladies' Shoes

Is now in progress at our Shoe Department, offering some wonderful values in new, up-to-the-minute, high-class Shoes from the most prominent makers of this entire United States!

Box Calf, Goodyear Welt Lace Shoes	Royal Kid, Goodyear Welt, Patent Tip	Paris Kid, Goodyear Welt, Kid Tip	Dongola Kid, Handturn, Patent Tip	Vici Kid, Handturn, Kid Tip
Patent Leather Lace Shoes, with heavy or flexible soles—Also some sample Shoes—Really worth \$3, \$3.50 and \$4—your choice at, per pair \$1.87				

## The Opening Sale of Our New Autumn Garments

Takes place on our second floor to-morrow. You are invited to be present—and expected. In swell suits, jackets, coats and wraps we have never before shown such a matchless collection, while our silk waists present a rich array of handsome novelties from the world's most noted designers. Competent, experienced people are in charge, and their knowledge, taste and skill are always ready to assist you.

<b>Ladies' New Tailor-Made Suits.</b> 500 of them to select from, in Norfolk, Blouse, Eton, Louis XV., Reefer, Tight-fitting and Vest effects—materials include Cheviots, Coverts, Homespins, Broadcloths, Oxford, Velvets, Corduroys, Zibelines, Pebble Cheviots and Granite Cloths. Prices range from \$10.00 to \$75.00. Two special opening sale offerings for Monday. <b>At \$15.00</b> —Ladies' handsome tailor suit in the new Norfolk blouse style, made of Venetian or cheviot—jacket with stitched straps on front and back and long-waisted blouse lined with taffeta—grated founce skirt, lined with pearly—colors, black, blue, castor or brown—not to be equalled anywhere in the city at the price. <b>At \$20.00</b> —Ladies' swell tailored silk-lined suits or blue, either in blouse or reefer style—entire suit lined with heavy taffeta silk and handsomely finished with tailor stitching—skirts have graduated founce. Nothing has been overlooked in the workmanship and fit of these suits. <b>Ladies' Walking Suits for Street Wear.</b> <b>At \$10.00</b> —Ladies' walking suit made of an all-wool melton—jacket in the new Norfolk style—skirts with flaring founce heavily finished with stitching—colors in castor, Oxford and blue. <b>At \$19.75</b> —Two distinct styles in walking suits at this price in Norfolk or blouse styles, made of the finest imported materials—skirts have plain or fancy graduated founce—colors, blue, black, castor and Oxford. <b>Rainy-Day and Pedestrian Skirts.</b> <b>\$5.00</b> —For ladies' rainy-weather skirts of homespun, melton and coverts—cut in 5 or 7 gored style, with straight or graduated founce—skirts that fit and hang to perfection—colors are gray, Oxford, blue and black. <b>\$7.50</b> —For ladies' rainy-day skirts—made of the invisible stripe cloth in black or blue with white stripes—graduated founce—strapped seams, finished with stitching.	<b>Superb Imported Model Waists.</b> We will display in our Waist Department to-morrow fifty of the handsomest imported model silk waists that have ever crossed the Atlantic. They are our own importation from such celebrated makers as Paquin, Ducret, Worth, Sara Meyer, etc., and are made from the newest silk cloths, such as mousselines, satins, crepe tulle, satin salic, velutins, etc., embodying the most charming new ideas in lace and ribbon effects. Prices range from \$15.00 to \$75.00. <b>Ladies' taffeta silk or Peau de Soie waists, buttoning at back or front, in all-over tucked and hemstitched styles.</b> These were made up exclusively for us in designs not to be found anywhere else. All have the long-waisted blouses and are in all the newest fall colorings and black—choice. \$4.95 <b>The New Full-Length Coats.</b> We are showing these stylish garments in dozens of styles and shapes, including English Walking Coats, Raglans, Tight-fitting Back Coats and Loose Back Coats for evening wear. Materials include the finest imported Kerseys, Broadcloths, Coverts, Oxford Cloths and Venetians. Prices range from \$13.50 to \$100.00. An especially desirable full-length garment is of fine Oxford cloth, made full 88-inch length, with tight-fitting back, triple shoulder cape, velvet collar, and handsomely finished with tailor stitching; a garment well worth \$17.50—here Monday at \$13.50 <b>Silk Dress Skirts—The Latest Ideas.</b> A showing of these handsome garments not equalled anywhere else. Exclusive models of Silk Net, Point d'Esprit, Peau de Soie, Peau de Cygne, Crepe de Chine and Taffeta—made over black or colored drop skirts—prices range from \$7.50 to \$90.00. One special offer for opening day. Allover Point d'Esprit Dress Skirt—entire upper part and graduated founce covered with shirred taffeta ribbon—chiffon founce at bottom—separate taffeta drop skirt with ruffled founce—a skirt that is worth every cent of \$25.00— for opening day, only \$16.75
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## Opening Sale of New Silk Velvets

In every conceivable shade—come to us to match your difficult colors—they are exceedingly fashionable for the new autumn jackets, coats and costumes—Opening Sale Price, per yard. 85c

New Dress Corduroys and Velvet Cords—better buy these early, as they'll probably be scarce in a few days—all staple shades and black—Opening Sale Price, per yard. \$1.00

## Extra Special in Sofa Cushions.

Hand-embroidered Sofa Cushions—original simple pieces of the largest manufacturer and designer of cushion tops in New York City—they are made with extra care to exhibit the different styles of tops—each pillow is the work of an artist, some are finished with cord, others fancy silk ribbon ruffles—each filled with finest down—blown in—that cost \$1.75 alone. There are hundreds of styles and many colors. The cost of these cushions range from \$7.50 to \$12.00 to manufacture—choice on our third floor, each \$4.50

## Opening Sale of Elegant Silks.

**Black Taffeta**—Positively guaranteed against cutting or breaking—a new piece for every yard that does not give entire satisfaction—19 ins. wide—regular price 75c—Opening Sale Price. 59c  
**Crepe**—24-inch all-silk black Crepe de Chine, with very soft finish, for dresses, waists, pleatings, etc.—86c value—Opening Sale Price, per yard. 65c  
**New Waist Silks**—A superb collection of Persians, Dresdens, Romans, Louisians, Fancy Taffeta and Novelty Silks, in every color and combination for new fall waists—choice in Opening Sale, per yd. 98c

## Opening Sale of Jewelry.

**Scarf or Stick Pins**—finest quality Kimberley Brilliants, with pearl, ruby, amethyst or other center stones—sold regularly at \$1.25 and \$1.49—choice at 49c  
**Fine Brooches or Lace Pins** in hundreds of pretty patterns—stars, crescents, wreaths, etc.—also set with Kimberley Brilliants and colored stone combinations—worth \$1.25 and up to \$1.75—choice 75c  
**Stars and Sunbursts**, set with fine quality Kimberley Brilliant White Stones—also in combination with other colors—many sizes—worth regularly up to \$3.50—choice \$1.50 and \$1.00

## A Great Purchase of Undermuslins.

THE ENTIRE STOCK OF UNDERMUSLINS FROM FRANKENTHAL BROS.

77, 79 and 81 Wooster street, New York, for over a quarter of a century famous as manufacturers of strictly high-class goods, but who have now decided to discontinue the making of Undermuslins and to confine their attention exclusively to the manufacture of waists. Hence these extraordinary buying opportunities—for YOU! Don't delay a single day if you'd secure the choicest!

**SPECIAL**—From 8 to 10 a. m. Monday—Ladies' Drawers of fine Cambric, in umbrella style, with deep ruffle, having a cluster of tucks—you would willingly pay 30c a pair for these—from 8 to 10, we offer them at 17c 3 pairs for 50c, or, per pair

## Frankenthal Bros.' Drawers.

29c for 30 dozen Muslin Drawers, in umbrella style, hemstitched cambric ruffle—cluster of tucks—made to sell at 45c.  
50c for 100 dozen Cambric Muslin and India Linen Drawers, in umbrella and straight styles, trimmed with lace and embroidery insertions and ruffles—made to sell at 75c.  
75c for 40 dozen Drawers, of fine cambric and muslin, beautifully trimmed with dainty embroidery, Cluny and point lace—made to sell at \$1.25.  
\$1.00 for 20 dozen Nainsook and Cambric Drawers, in umbrella style, with deep Nainsook embroidered ruffle and Cluny and Point de Paris insertions and lace—made to sell at \$1.50.

## Frankenthal Bros.' Petticoats.

75c for Muslin Petticoats, with deep founce of embroidery or deep lace ruffles and tucks—regular \$1.00 petticoats.  
\$1.98 for handsome Petticoats of fine muslin or cambric, trimmed with embroidery insertion and deep founce, or rich lace insertions and ruffles—worth fully \$2.50.



## Frankenthal Bros.' Gowns.

45c for 100 dozen Muslin Gowns, with pointed yoke of hemstitched tucks, ruffle around neck and sleeves, finished with hemstitching—made to sell at 50c.  
\$1.00 for 40 dozen Cambric Gowns, with Empire, surplice and square necks, yoke of tucks, lace insertions, embroideries and headings—made to sell at \$1.50 and \$1.75.  
\$1.50 for 20 dozen fine Nainsook and Longcloth Gowns, with round or pointed yokes—back yokes tucked and pointed—trimmed with Nainsook embroidery, Valenciennes and ribbons—worth fully \$2.50.  
\$2.25 for 10 dozen very fine Nainsook and Longcloth Gowns, in several styles, beautifully finished with lace and embroideries—back yokes tucked in empire, surplice and square effects—made to sell at \$3.00.

## Frankenthal Bros.' Corset Covers.

35c for Nainsook French Corset Covers—loose fronts and draw strings, finished with embroidery and also in other styles—worth 50c.  
69c for Fine Nainsook French Corset Covers—French fronts gathered at waist—of fine Swiss embroidery and lace—worth 90c at least.

## Music Hits.

Harris' latest success, "The Tie That Binds".....17c  
"He Laid a Wail of Gray".....17c  
"Good Morning, Carrie".....17c  
"The Spider and the Fly".....19c  
"The Star and the Flower".....19c  
"Coon, Coon, Coon".....15c  
"Honey Suckle and the Bee".....15c  
"Peacherina" Scott Joplin's new rag.....17c  
All of the "King Dodo" music, including "Tale of a Bumble Bee," "The Cat's Quartet," "Look in the Book," etc., as well as the full score, at special prices.

## Belts and Bags.

The largest assortment of new Belts in the city—wide-tucked satin with buckles or bows—wide satin, buckles back and front, wide elastic, steel studded, with or without buckles, etc.; prices from \$12.50 down to a wide satin-tucked belt with fancy buckles, gilt or oxidized, at 49c  
**Chatelaine Bags**—Everybody ought to have a Chatelaine Bag. We show an endless variety in seal, madras, morocco, alligator and all leathers—hundreds of styles and shapes—patent fasteners (you can't lose them or have them pulled off). Prices range from \$6.98 down to 98c

## New Books.

Three important books have just come from press, and, according to our custom, we offer them at special introductory prices, Monday.  
"The Wonderful City" by Hall Caine. Twice the publishers were forced to postpone day of publication, owing to the immense advance orders—Regular price \$1.50—Monday 98c  
"Lazarus" by Mary Hartwell Catterwood, the author of those charming Western stories, "The White Island," "Old Kaskaskia," "The Queen of the Swamp," etc.; regular price \$1.50; Monday 98c  
"Every Inch a King" by Josephine Caroline Sawyer. A story founded on fact, the hero being Henry V. then Prince of Wales; regular price \$1.50; Monday 98c

## Opening Sale of Fancy Goods.

All-linen hemstitched Squares—30x30 or 32x32—fine hemstitched or spoke stitch—beautiful drawn openwork patterns—stamped—also a lot of hand-embroidered white hemstitched Squares—worth \$1.75—on third floor, each 75c  
Odds and ends and samples of pretty Laundry Bags—hundreds of kinds and styles—worth 49c up to \$1.25—at 49c  
50 dozen hand-made Renaissance Lace Squares, 20x20—some all lace, others linen centers—worth \$1.50—at, each 98c

## Dress Goods AND LININGS—

**The Linings in the Basement.**  
45c quality Moreen Skirting—all colors and black—at per yard 25c  
15c quality Black Silhouette Skirting, at, per yard. 7 1/2c  
25c quality spun glass Lining in all colors, at, per yard. 15c  
40-inch corded Satin Berber in all colors, at, per yard. 25c  
38-inch all-wool Covert Mixture, worth 50c, at, per yard. 35c

## New Draperies.

12 1/2c quality fancy Silkaline and Japanese Tinsel Drapery Crepe—per yard 5c  
15c quality 36-inch Drapery Swives and fancy Burls, per yard 7 1/2c  
50c Mantel and Piano Lam brequins, at each 25c  
75c quality 28-inch fancy Velours brequins—per yard. 39c  
\$2.50 quality Reversible Oriental Couch Covers—each \$1.48  
\$3.00 quality Satin Finish Tapestry and Damask Portieres—per pair \$1.85

## Opening Sale in the Basement.

Dress Prints.	Percalés.	Flannel.	Muslin.
Full standard indigo blue Dress Prints, worth 60c from 8 to 10 Monday morning, per yard. 4c	Good quality, fast colors, double width, fancy printed Peralés, in dark and light colors, cheap at 10c from 8 to 10, per yard. 5c	Two cases of dark colored Flannel, Outing Flannel; light colors, cheap at 10c from 8 to 10, per yard. 4c	Two cases fine quality Bleached Muslin, made by the famous Mills—just from two hours in basement, per yard. 5c
Sateen—84 pieces of good quality, black, solid colored Sateen, cheap at 10c—per yard. 5c	Ginghams—Two cases of Genuine Amoskeag Apron Gingham, while they last—per yard. 5c	Filow Cases—150 dozen of extra good quality bleached hemstitched Filow Cases, size 4x3 1/2, cheap at 5c, for 10c. 15c	Skirt Patterns—Two cases of best quality dark colored Ladies' Flannel-ette Skirt Patterns, with extra big founce, worth 30c—at 29c
Flannelettes—Choice of large assortment of very fine quality fancy colored cashmere plaid Flannelettes—a twilled fabric that is hard to distinguish from all-wool goods, worth 30c—at, per yard. 10c	Canton Flannel—Two cases of good, heavy bleached Canton Flannel—the kind you pay 10c for—per yard. 6c	Bed Spreads—300 of extra large size, heavy white crocheted Bed Spreads, knotted fringe all around, cheap at \$1.00—each. 98c	Or andie—72-inch wide finest imported solid black or plain white French Organdie—our own importation—a bargain at 40c. Be sure and look at it—per yard. 69c
Pique—Good quality solid pink or blue fleeced-lined Pique, cheap at 20c—per yard. 15c	Flannelettes—One case of very finest quality Mercerized Fleece-lined Flannelettes, usually sold at 18c—during this sale, per yard. 10c	Table Sets—120 very best All-linen hemstitched Table Sets—hemstitched table cloth, 2 1/2 yards long, with one dozen napkins to match, in a large variety of colored bordered, worth up to \$1.00—per set. \$5.00	India Linen—One small case, as long as it lasts, of 40-inch wide White India Linen, cheap at 15c—at 9c
Flannelettes—One case of best quality 24 inches wide (please note width) fancy figured wrapper flannelettes, cheap at 15c—per yard. 10c		Bolster Cases—60 dozen ready-made Bolster Cases, size 42x72, made of best Pequot Mills cotton, worth 45c—at 25c	Towels—150 pieces of good quality Tarnsley All-linen Roller Towels, all-linen, fringed Damask, worth up to 12 1/2c—at 7 1/2c
		Table Sets—120 very best All-linen hemstitched Table Sets—hemstitched table cloth, 2 1/2 yards long, with one dozen napkins to match, in a large variety of colored bordered, worth up to \$1.00—per set. \$5.00	Towels—500 dozen of extra heavy, all-linen, fringed Damask, worth 12 1/2c, size 18x26, worth 20c—at 12 1/2c
		Embroided Flannel—43 pieces of very finest hemstitched White Flannel, with very elaborate embroidery, worth \$1.00—per yard. 69c	Towels—Choice of fifty dozen of very fine embroidered all-linen Bird-eye Flannel Towels, in sizes up to 22x45—some of them are unhemmed, worth up to 75c—at 29c
		Flannel—Choice of large assortment of finest quality French Shirting Flannel, with all colors of embroidered dots—a large number of combinations, cheap at \$1.00—at 75c	Table Damask—One case of extra heavy, 72-inch wide, all linen, hand bleached Table Damask, worth 75c—at 48c
			Very Special—We will place on sale 28 pieces of very finest John S. Brown's 72-inch wide Bleached Table Damask at the ridiculously low price of \$1.39 per yard

**Special Bargains at 3 O'Clock Monday Afternoon in Basement.**  
The biggest bargain in Flannels you ever saw! 71 pieces finest All-wool German Plaid Flannel, such as is always sold at 40c—promptly at 3 o'clock we'll sell the 71 pieces at, per yard. 15c

## Opening Sale of Lace Curtains

1,000 odd Real Irish Point Lace Curtains, made on best quality Bobbinet 3 1/2 yards long and 30 inches wide—with beautiful deep open work borders and Spachtel designs—worth up to \$7.50 a pair, at per curtain. \$1.25  
\$5.00 quality Real Irish Point Lace Curtains, at, per pair \$3.50  
\$7.00 quality Real Irish Point Lace Curtains, at, per pair \$3.98  
\$8.00 quality Real Irish Point Lace Curtains, at, per pair \$5.00

## Housefurnishing

15-inch japanned Coal Buckets, worth 23c—Monday 15c  
Good size Galvanized Wash Tubs worth fully 60c—Monday 49c  
3/4-lb. can of Peterman's Roach or Ant Food—worth 25c—Monday 15c  
1-quart size Tin Fruit Cans 35c—worth 55c—Monday, doz. 39c  
5-foot Step Ladder, with bucket rest—regular price 55c—Monday 39c  
1-gallon Glass Oil Can, with tin jacket, worth 30c—Monday 19c

## New Carpets.

**Third Floor.**  
175 rolls of best quality Brussels Carpets in new and pretty patterns, would be good value at \$1.10, but for to-morrow in this Opening Sale we will offer it at, per yard. 75c  
80 rolls of handsome Axminster Carpets—such as are usually sold for at least \$1.50—as a special opening sale Monday we offer them at \$1.10 at, per yard. \$1.10

## New Rugs.

**Large Smyrna Rugs—9x12 ft. in size and including some of the most artistic patterns we've ever offered; you would expect to pay \$15.00, but we offer them Monday, on third floor, at, each \$11.98**  
9x12-ft. Axminster Rugs—an extremely handsome showing of these splendid Rugs—would be excellent values at \$27.50—your choice Monday \$19.98 at, each

## Boys' Clothing.

45c for Knee Pants (5 to 16 years), of mixed chevots, cassimeres, or imported corduroy; ordinarily sold for 85c.  
\$1.45 for Boys' Suits (7 to 16 years); the kind that is suitable for a healthy boy; double-breasted coat, knee pants, real value \$2.75.  
\$3.95 for Boys' Suits (5 to 15 years), of the best woolen fabrics, in good colors; none worth less than \$2.50 and most of them should sell for \$3.50 and \$7.00.  
\$4.95 for Boys' Suits of a heavy fast color blue serge; in all the best styles; for ages 7 to 15 years; made the same as the best \$10.00 suits.

## Handkerchiefs.

Ladies' plain white Hemstitched Handkerchiefs with embroidered corners, worth 8 1/2c—in Basement, each 3c  
Men's extra size Linen Handkerchiefs with taped borders, worth 25c—in Basement, each 10c  
Seconds of Ladies' fine Swiss Handkerchiefs, elaborately embroidered, scalloped and hemstitched, worth, if perfect, 50c on main floor, each 12 1/2c  
Ladies' finest Linen Handkerchiefs with beautiful hand-embroidered initials, in butterfly and wreath designs, worth 75c on main floor, each 25c